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ABSTRACT

Developed through a modified DACUM (Developing a Curriculum) process involving business, industry, labor, and community agency representatives in Ohio, this document is a comprehensive and verified employer competency profile for general marketing occupations. The list contains units (with and without subunits), competencies, and competency builders that identify the skills needed to enter these occupations. The occupational, academic, and employability skills for this occupation or occupational area are included. Within the outline are three levels of items: core, advancing, and futuring. Core items identify the knowledge, skills, and attitudes essential for entry-level employment. These items are required to be taught and will be the basis for questions on the state vocational competency tests. Advancing items identify the knowledge, skills, and attitudes needed to advance in the occupation; futuring items identify the knowledge, skills, and attitudes needed to enter and remain in a given occupation 3 to 4 years from now. This profile contains 15 units on general marketing: human resource foundations; marketing and business foundations; economic foundations; promotion; selling; risk management; distribution; pricing; financing; product/service operations; purchasing; marketing information management; financial management; computer operations; and employability skills. (NLA)

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Revised 4/92

OCAP

OHIO'S COMPETENCY ANALYSIS PROFILE

GENERAL MARKETING

ED345060

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What is OCAP?

"A comprehensive and verified employer competency list will be developed and kept current for each program." This is the second objective of Imperative 3 of the *Action Plan for Accelerating the Modernization of Vocational Education: Ohio's Future at Work*. Ohio's Competency Analysis Profile (OCAP) lists are the Division of Vocational and Career Education's response to that objective. OCAP lists evolve from a modified DACUM process involving business, industry, labor, and community agency representatives from throughout Ohio. The OCAP process is directed by the Vocational Instructional Materials Laboratory at The Ohio State University's Center on Education and Training for Employment.

How is OCAP used?

Each OCAP contains units (with and without subunits), competencies, and competency builders that identify the occupational, academic,* and employability skills needed to enter a given occupation or occupational area. Within that outline there are three levels of items: core, advancing, and futuring. Core items identify the knowledge, skills, and attitudes essential for entry-level employment. These items will be the basis for questions on the state vocational competency tests (scheduled to begin in school year 1993-94). Advancing items (marked with one asterisk) identify the knowledge, skills, and attitudes needed to advance in a given occupation. Futuring items (marked with two asterisks) identify the knowledge, skills, and attitudes needed to enter and remain in a given occupation three to four years from now.

School districts may add as many units, subunits, competencies, and/or competency builders as desired to reflect local employment needs, trends, and specialties. Local advisory committees should be actively involved in the identification and verification of additional items. Using OCAP lists, instructors will be able to formulate their vocational courses of study and monitor competency gains via the new criterion-referenced competency testing program that will be directly tied to the competencies identified on the OCAP lists.

***Academic competencies have not been identified for all OCAPs. At a later date math, communication, and science competencies will be released.**

The **Employability Skills** portion of this list was verified by the following employer panel:

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Ohio Competency Analysis Profile
General Marketing

Revised 4/92

Unit 1: Human Resource Foundations

Competency 1.0.1: Demonstrate positive relations with employers

Competency Builders:

1.0.1.1 Identify various management styles
1.0.1.2 Support employer expectations
1.0.1.3 Follow company policies and procedures
1.0.1.4 Accept constructive criticism
1.0.1.5 Adapt to changes in workplace

Competency 1.0.2: Demonstrate positive relations with customers

Competency Builders:

1.0.2.1 Provide prompt and courteous service
1.0.2.2 Recognize importance of repeat customers to business
1.0.2.3 Explain business policies to customers
1.0.2.4 Resolve customer inquiries, needs, and complaints
1.0.2.5 Analyze customer needs and wants

Competency 1.0.3: Demonstrate positive relations with coworkers

Competency Builders:

1.0.3.1 Recognize and cooperate with various personalities
1.0.3.2 Determine benefits of teamwork
1.0.3.3 Respect coworkers in workplace
1.0.3.4 Empathize with coworkers in workplace

Competency 1.0.4: Demonstrate appropriate work habits

Competency Builders:

1.0.4.1 Display behavior appropriate to business
1.0.4.2 Maintain appropriate personal appearance
1.0.4.3 Exhibit positive attitude
1.0.4.4 Demonstrate flexibility
1.0.4.5 Apply creative thinking techniques

* Advancing
** Futuring

Competency 1.0.5: Demonstrate written and oral communication skills

Competency Builders:

1.0.5.1 Use proper grammar and vocabulary
1.0.5.2 Listen to and follow directions
1.0.5.3 Write memos, letters, and reports clearly and concisely
1.0.5.4 Use dictionary and/or thesaurus
1.0.5.5 Proofread work
1.0.5.6 Spell correctly
1.0.5.7 Interpret written materials

Competency 1.0.6: Perform basic mathematical computations with and without a calculator

Competency Builders:

1.0.6.1 Solve addition problems
1.0.6.2 Solve subtraction problems
1.0.6.3 Solve multiplication problems
1.0.6.4 Solve division problems
1.0.6.5 Solve problems involving fractions
1.0.6.6 Calculate percentages
1.0.6.7 Calculate discounts
1.0.6.8 Interpret charts, graphs, and tables

Unit 2: Marketing and Business Foundations

Competency 2.0.1: Examine role of marketing

Competency Builders:

2.0.1.1 Determine market
2.0.1.2 Identify target market(s)
2.0.1.3 Identify purposes of marketing
2.0.1.4 Identify functions of marketing
2.0.1.5 Analyze effects of marketing

Competency 2.0.2: Examine marketing and business operations

Competency Builders:

2.0.2.1 Identify competition
2.0.2.2 Identify channels of distribution
2.0.2.3 Identify purposes of accounting
2.0.2.4 Identify methods of production
2.0.2.5 Identify roles of management

Unit 3: Economic Foundations

Competency 3.0.1: Examine economics and economic activities

Competency Builders:

3.0.1.1 Identify importance of economic resources
3.0.1.2 Differentiate economic goods and services
3.0.1.3 Identify types of utility
3.0.1.4 Determine how supply and demand affect price

Competency 3.0.2: Evaluate economic systems

Competency Builders:

3.0.2.1 Compare types of economic systems
3.0.2.2 Examine relationship between government and business
3.0.2.3 Examine relationship between risk, competition, and profit
3.0.2.4 Examine relationship between organized labor and business

Competency 3.0.3: Examine cost-profit relationships*

Competency Builders:

3.0.3.1 Determine variances in production and labor*
3.0.3.2 Identify divisions and specialization of labor*

Competency 3.0.4: Analyze economic indicators and trends

Competency Builders:

3.0.4.1 Identify components of gross national product
3.0.4.2 Examine business cycles
3.0.4.3 Examine growth of international trade

Unit 4: Promotion

Competency 4.0.1: Examine promotional activities

Competency Builders:

4.0.1.1 Develop promotional objectives*
4.0.1.2 Recognize importance of personal selling
4.0.1.3 Determine public relations activities
4.0.1.4 Recognize legal aspects of advertising*
4.0.1.5 Compare types and costs of advertising media
4.0.1.6 Identify opportunities for publicity

* Advancing
** Futuring

Competency 4.0.2: Prepare products/services for sale

Competency Builders:

4.0.2.1 Identify products/services to be presented
4.0.2.2 Plan presentation
4.0.2.3 Coordinate presentation with promotional plan
4.0.2.4 Determine space allocation and layout
4.0.2.5 Appropriate needed space
4.0.2.6 Determine amount of products/services needed
4.0.2.7 Obtain necessary fixtures
4.0.2.8 Monitor area for neatness and/or rotation
4.0.2.9 Group products/services by category, size, and/or color
4.0.2.10 Select appropriate signage

Unit 5: Selling

Subunit 5.1: Point-of-Sale (POS) Operations

Competency 5.1.1: Perform opening procedures

Competency Builders:

5.1.1.1 Obtain and verify cash
5.1.1.2 Prepare cash drawer
5.1.1.3 Prepare POS for daily operations
5.1.1.4 Follow security procedures

Competency 5.1.2: Perform POS functions

Competency Builders:

5.1.2.1 Follow company policies and procedures
5.1.2.2 Recognize types of merchandise and price tags and their components
5.1.2.3 Distinguish between taxable and nontaxable items
5.1.2.4 Process cash transactions
5.1.2.5 Process check transactions
5.1.2.6 Process credit transactions
5.1.2.7 Process layaway transactions
5.1.2.8 Process customer exchanges and refunds
5.1.2.9 Complete sales checks
5.1.2.10 Calculate taxes
5.1.2.11 Calculate discounts
5.1.2.12 Process rain checks
5.1.2.13 Process gift certificates
5.1.2.14 Process money orders
5.1.2.15 Process coupons
5.1.2.16 Correct errors
5.1.2.17 Maintain appropriate cash level
5.1.2.18 Make change
5.1.2.19 Present sales slip to customer
5.1.2.20 Follow security procedures

Competency 5.1.3: Perform closing procedures

Competency Builders:

5.1.3.1 Take closing readings
5.1.3.2 Balance cash drawer
5.1.3.3 Complete appropriate closing form(s)
5.1.3.4 Return form(s) and money to appropriate person or place
5.1.3.5 Prepare daily cash summary report(s)
5.1.3.6 Prepare bank deposits
5.1.3.7 Follow security procedures

Unit 5: Selling

Subunit 5.2: Customer Relations

Competency 5.2.1: Demonstrate preselling skills

Competency Builders:

5.2.1.1 Maintain product knowledge
5.2.1.2 Differentiate product features and product benefits
5.2.1.3 Examine types of selling approaches
5.2.1.4 Investigate customer buying motives
5.2.1.5 Recognize buying signals
5.2.1.6 Identify types of customers
5.2.1.7 Identify products, services, and prices of competitors

Competency 5.2.2: Apply selling techniques

Competency Builders:

5.2.2.1 Demonstrate oral communication skills
5.2.2.2 Utilize appropriate selling approach
5.2.2.3 Use appropriate questioning techniques
5.2.2.4 Determine customer needs
5.2.2.5 Perform feature-benefit sales presentation
5.2.2.6 Demonstrate products
5.2.2.7 Describe services
5.2.2.8 Overcome customer objections
5.2.2.9 Utilize support services
5.2.2.10 Close sale
5.2.2.11 Suggest additional items for sale
5.2.2.12 Perform follow-up activities
5.2.2.13 Perform customer-servicing activities
5.2.2.14 Process telephone sales

* Advancing
** Futuring

Unit 6: Risk Management

Competency 6.0.1: Minimize external theft

Competency Builders:

6.0.1.1 Examine how theft affects profit
6.0.1.2 Identify potential theft situations
6.0.1.3 Maintain organized selling area
6.0.1.4 Interpret laws regarding external theft
6.0.1.5 Follow company policies regarding external theft
6.0.1.6 Follow security procedures

Competency 6.0.2: Minimize internal theft

Competency Builders:

6.0.2.1 Identify potential loss situations
6.0.2.2 Maintain organized work area
6.0.2.3 Report employee theft
6.0.2.4 Follow company policies regarding internal theft
6.0.2.5 Follow security procedures

Competency 6.0.3: Control point-of-sale (POS) transactions

Competency Builders:

6.0.3.1 Identify potential loss situations
6.0.3.2 Inspect for counterfeit currency
6.0.3.3 Correct errors
6.0.3.4 Follow company policies

Competency 6.0.4: Control errors

Competency Builders:

6.0.4.1 Maintain accurate and neat records
6.0.4.2 Follow proper POS procedures
6.0.4.3 Report errors to proper authority

Competency 6.0.5: Utilize safety precautions

Competency Builders:

6.0.5.1 Monitor area for safety hazards
6.0.5.2 Remove obvious hazards
6.0.5.3 Handle, store, and operate equipment properly
6.0.5.4 Practice safety habits to prevent accidents
6.0.5.5 Report emergencies to proper authorities
6.0.5.6 Follow government regulations

* Advancing
** Futuring

Competency 6.0.6: Maintain safe work environment

Competency Builders:

6.0.6.1 Follow company opening and closing procedures
6.0.6.2 Monitor premises for safety hazards
6.0.6.3 Handle, store, and operate equipment properly
6.0.6.4 Use appropriate material-handling techniques
6.0.6.5 Perform general cleaning duties
6.0.6.6 Practice safety habits to prevent accidents
6.0.6.7 Report emergencies to proper authorities
6.0.6.8 Follow government regulations

Unit 7: Distribution

Competency 7.0.1: Examine factors involved in making distribution decisions

Competency Builders:

7.0.1.1 Identify components of distribution process
7.0.1.2 Examine distribution channels
7.0.1.3 Identify appropriate storage methods
7.0.1.4 Identify transportation methods
7.0.1.5 Identify shipping methods
7.0.1.6 Identify inventory-control systems
7.0.1.7 Follow government regulations

Competency 7.0.2: Examine receiving process

Competency Builders:

7.0.2.1 Verify order(s)
7.0.2.2 Establish method for ordering and receiving
7.0.2.3 Unpack shipments
7.0.2.4 Check number of items against bill
7.0.2.5 Sign documents
7.0.2.6 Interpret packing lists and invoices
7.0.2.7 Report shortages, damages, and errors
7.0.2.8 Process returns to vendor
7.0.2.9 Record items
7.0.2.10 Price, mark, or ticket items
7.0.2.11 Prepare items for inventory or immediate display
7.0.2.12 Distribute items to appropriate area(s)
7.0.2.13 Follow company policies

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Competency 7.0.3: Store merchandise on sales floor and/or in storage area

Competency Builders:

7.0.3.1 Obtain necessary equipment
7.0.3.2 Deliver items to display area
7.0.3.3 Clean display area
7.0.3.4 Check for price agreement with previously stocked items
7.0.3.5 Arrange items in display area
7.0.3.6 Return excess inventory to proper storage area
7.0.3.7 Remove debris and equipment

Competency 7.0.4: Compare transportation methods

Competency Builders:

7.0.4.1 Identify advantages and disadvantages of transportation methods
7.0.4.2 Determine appropriate transportation method for product(s) or service(s)

Competency 7.0.5: Examine shipping process

Competency Builders:

7.0.5.1 Prepare shipping documents
7.0.5.2 Process merchandise transfers
7.0.5.3 Process special orders
7.0.5.4 Record shipments
7.0.5.5 Pack shipments
7.0.5.6 Follow government regulations
7.0.5.7 Follow company policies

Competency 7.0.6: Manage inventory

Competency Builders:

7.0.6.1 Compare inventory-control systems
7.0.6.2 Organize storage area(s)
7.0.6.3 Organize sales area(s)
7.0.6.4 Conduct inventory
7.0.6.5 Prepare inventory records
7.0.6.6 Reset sales floor
7.0.6.7 Calculate inventory shrinkage*
7.0.6.8 Prepare master inventory list*

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Unit 8: Pricing

Competency 8.0.1: Examine factors affecting selling price

Competency Builders:

8.0.1.1 Identify psychological effects of pricing
8.0.1.2 Calculate break-even points
8.0.1.3 Compare pricing strategies
8.0.1.4 Determine how supply and demand affect price
8.0.1.5 Analyze prices of competitors
8.0.1.6 Identify legal considerations*

Competency 8.0.2: Determine selling prices

Competency Builders:

8.0.2.1 Utilize cost-accounting information*
8.0.2.2 Estimate fixed and variable expenses
8.0.2.3 Calculate markup
8.0.2.4 Examine methods of adjusting selling prices

Unit 9: Financing

Competency 9.0.1: Examine role of customer credit

Competency Builders:

9.0.1.1 Identify reasons for offering customer credit
9.0.1.2 Compare advantages and disadvantages of offering customer credit
9.0.1.3 Compare types of credit plans*
9.0.1.4 Identify methods of awarding customer credit*
9.0.1.5 Establish credit and collection procedures*

Competency 9.0.2: Examine financial considerations for businesses*

Competency Builders:

9.0.2.1 Identify components of a budget*
9.0.2.2 Compare sources of capital*
9.0.2.3 Determine costs involved in financing*
9.0.2.4 Develop a financial plan*

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Unit 10: Product/Service Operations

Competency 10.0.1: Examine factors involved in product/service operations

Competency Builders:

10.0.1.1 Identify company objectives
10.0.1.2 Identify product development process
10.0.1.3 Examine elements involved in product positioning
10.0.1.4 Distinguish between quality assurance, grades, standards, warranties, and guarantees

Competency 10.0.2: Plan product/service mix

Competency Builders:

10.0.2.1 Identify components of product/service mix
10.0.2.2 Evaluate product lines
10.0.2.3 Evaluate life cycle of products/services
10.0.2.4 Implement company objectives, policies, and procedures*

Unit 11: Purchasing

Competency 11.0.1: Evaluate factors influencing purchasing decisions*

Competency Builders:

11.0.1.1 Determine financial constraints*
11.0.1.2 Analyze market*
11.0.1.3 Determine timing of purchases*
11.0.1.4 Compare products/services of vendors*

Competency 11.0.2: Purchase products/services

Competency Builders:

11.0.2.1 Determine amounts of products/services needed
11.0.2.2 Examine available space for storage
11.0.2.3 Select vendors*

Unit 12: Marketing Information Management*

Competency 12.0.1: Evaluate uses of marketing information*

Competency Builders:

12.0.1.1 Compare marketing information systems*
12.0.1.2 Identify techniques used in forecasting*
12.0.1.3 Identify procedures used to conduct research*

Competency 12.0.2: Use marketing information to make decisions*

Competency Builders:

12.0.2.1 Analyze market demand and competitive conditions*
12.0.2.2 Forecast sales*
12.0.2.3 Project costs*
12.0.2.4 Estimate profit or loss*
12.0.2.5 Develop a marketing plan*

Unit 13: Financial Management

Competency 13.0.1: Analyze importance of financial management

Competency Builders:

13.0.1.1 Identify financial controls
13.0.1.2 Examine effects of external factors

Competency 13.0.2: Use financial statements to make business decisions*

Competency Builders:

13.0.2.1 Prepare a budget*
13.0.2.2 Prepare a balance sheet*
13.0.2.3 Use depreciation schedules*
13.0.2.4 Prepare an income statement*
13.0.2.5 Prepare a profit and loss statement*
13.0.2.6 Prepare a cash-flow analysis*
13.0.2.7 Complete a break-even analysis*

Unit 14: Computer Operations

Competency 14.0.1: Examine computerization in marketing

Competency Builders:

14.0.1.1 Analyze various computer systems and software*
14.0.1.2 Identify uses of computer systems and software
14.0.1.3 Determine benefits of computerization
14.0.1.4 Analyze costs of computerization*

Competency 14.0.2: Utilize computers

Competency Builders:

14.0.2.1 Manage data
14.0.2.2 Manage financial information*
14.0.2.3 Maintain inventory levels
14.0.2.4 Analyze order points
14.0.2.5 Maintain customer information

Unit 15: Employability Skills
Subunit 15.1: Career Development

Competency 15.1.1: Investigate career options

Competency Builders:

15.1.1.1 Determine interests and aptitudes
15.1.1.2 Identify career options
15.1.1.3 Research occupations matching interests and aptitudes
15.1.1.4 Select career(s) that best match(es) interests and aptitudes
15.1.1.5 Identify advantages and disadvantages of career options, including nontraditional careers
15.1.1.6 Assess differences in wages, annual incomes, and job opportunities based on geographic location
15.1.1.7 Develop a career plan

Competency 15.1.2: Analyze potential barriers to employment

Competency Builders:

15.1.2.1 Identify common barriers to employment
15.1.2.2 Describe strategies to overcome employment barriers

Unit 15: Employability Skills
Subunit 15.2: Decision Making and Problem Solving

Competency 15.2.1: Apply decision-making techniques in the workplace

Competency Builders:

15.2.1.1 Identify the decision to be made
15.2.1.2 Compare alternatives
15.2.1.3 Determine consequences of each alternative
15.2.1.4 Make decisions based on values and goals
15.2.1.5 Evaluate the decision made

Competency 15.2.2: Apply problem-solving techniques in the workplace

Competency Builders:

15.2.2.1 Diagnose the problem and its causes
15.2.2.2 Identify alternatives and their consequences in relation to the problem
15.2.2.3 Examine multicultural and nonsexist dimensions of problem solving
15.2.2.4 Utilize resources to explore possible solutions to the problem
15.2.2.5 Compare and contrast the advantages and disadvantages of each solution
15.2.2.6 Determine appropriate action
15.2.2.7 Evaluate results

* Advancing
** Futuring

Unit 15: Employability Skills
Subunit 15.3: Work Ethic

Competency 15.3.1: Evaluate the relationship of self-esteem to work ethic

Competency Builders:

15.3.1.1 Identify special characteristics and abilities in self and others
15.3.1.2 Identify internal and external factors that affect self-esteem

Competency 15.3.2: Analyze the relationship of personal values and goals to work ethic both in and out of the workplace

Competency Builders:

15.3.2.1 Distinguish between values and goals
15.3.2.2 Determine the importance of values and goals
15.3.2.3 Evaluate how values affect goals
15.3.2.4 Identify short-term and long-term goals
15.3.2.5 Prioritize personal goals
15.3.2.6 Describe how personal values are reflected in work ethic
15.3.2.7 Describe how interactions in the workplace affect personal work ethic
15.3.2.8 Examine how life changes affect personal work ethic

Competency 15.3.3: Demonstrate work ethic

Competency Builders:

15.3.3.1 Examine factors that influence work ethic
15.3.3.2 Exhibit characteristics that reflect an appropriate work ethic

Unit 15: Employability Skills
Subunit 15.4: Job-Seeking Skills

Competency 15.4.1: Prepare for employment

Competency Builders:

15.4.1.1 Identify traditional and nontraditional employment sources
15.4.1.2 Utilize employment sources
15.4.1.3 Research job opportunities, including nontraditional careers
15.4.1.4 Interpret equal employment opportunity laws
15.4.1.5 Explain the critical importance of personal appearance, hygiene, and demeanor throughout the employment process
15.4.1.6 Prepare for generic employment tests and those specific to an occupation/organization

* Advancing
** Futuring

Competency 15.4.2: Design a résumé

Competency Builders:

15.4.2.1 Identify personal strengths and weaknesses
15.4.2.2 List skills and/or abilities, career objective(s), accomplishments/achievements, educational background, and work experience
15.4.2.3 Demonstrate legible written communication skills using correct grammar, spelling, and concise wording
15.4.2.4 Complete résumé using various formats
15.4.2.5 Secure references

Competency 15.4.3: Complete and process job application forms

Competency Builders:

15.4.3.1 Explain the importance of an application form
15.4.3.2 Identify ways to obtain job application forms
15.4.3.3 Describe methods for handling illegal questions on job application forms
15.4.3.4 Demonstrate legible written communication skills using correct grammar, spelling, and concise wording
15.4.3.5 Return application to proper person, request interview, and follow up

Competency 15.4.4: Demonstrate interviewing skills

Competency Builders:

15.4.4.1 Investigate interview environment and procedures
15.4.4.2 Explain the critical importance of personal appearance, hygiene, and demeanor
15.4.4.3 Demonstrate question and answer techniques
15.4.4.4 Demonstrate methods for handling difficult and/or illegal interview questions

Competency 15.4.5: Secure employment

Competency Builders:

15.4.5.1 Identify present and future employment opportunities within an occupation/organization
15.4.5.2 Research the organization/company
15.4.5.3 Use follow-up techniques to enhance employment potential
15.4.5.4 Compare and evaluate job offers

Unit 15: Employability Skills

Subunit 15.5: Job Retention Skills

Competency 15.5.1: Analyze the organizational structure of the workplace

Competency Builders:

15.5.1.1 Identify and evaluate employer expectations regarding job performance, work habits, attitudes, personal appearance, and hygiene
15.5.1.2 Be aware of and obey all company policies and procedures
15.5.1.3 Examine the role/relationship between employee and employer
15.5.1.4 Recognize opportunities for advancement and reasons for termination

Competency 15.5.2: Maintain positive relations with others

Competency Builders:

15.5.2.1 Exhibit appropriate work habits and attitude
15.5.2.2 Identify behaviors to establish successful working relationships
15.5.2.3 Cooperate and compromise through teamwork and group participation
15.5.2.4 Identify alternatives for dealing with harassment, bias, and discrimination based on race, color, national origin, sex, religion, handicap, or age

Unit 15: Employability Skills
Subunit 15.6: Job Advancement

Competency 15.6.1: Analyze opportunities for personal and career growth

Competency Builders:

15.6.1.1 Determine opportunities within an occupation/organization
15.6.1.2 Compare and contrast other opportunities
15.6.1.3 List benefits of job advancement
15.6.1.4 Evaluate factors involved when assuming a new position within or outside an occupation/organization

Competency 15.6.2: Exhibit characteristics needed for advancement

Competency Builders:

15.6.2.1 Display a positive attitude
15.6.2.2 Demonstrate knowledge of a position
15.6.2.3 Perform quality work
15.6.2.4 Adapt to changing situations and technology
15.6.2.5 Demonstrate capability for different positions
15.6.2.6 Participate in continuing education/training programs
15.6.2.7 Respect, accept, and work with ALL individuals in the workplace

Unit 15: Employability Skills
Subunit 15.7: Technology in the Workplace

Competency 15.7.1: Assess the impact of technology in the workplace

Competency Builders:

15.7.1.1 Cite how past business/industry practices have influenced present business/industry processes
15.7.1.2 Investigate the use of technology in the workplace
15.7.1.3 Analyze how present skills can be applied to learning new technologies

Competency 15.7.2: Use a variety of technological applications

Competency Builders:

15.7.2.1 Explore basic mathematical, scientific, computer, and technological principles
15.7.2.2 Use technology to accomplish assigned tasks
15.7.2.3 Create solutions to problems using technical means

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Unit 15: Employability Skills
Subunit 15.8: Lifelong Learning

Competency 15.8.1: Apply lifelong learning to individual situations

Competency Builders:

15.8.1.1 Define lifelong learning
15.8.1.2 Identify factors that cause the need for lifelong learning

Competency 15.8.2: Adapt to change

Competency Builders:

15.8.2.1 Analyze the effects of change
15.8.2.2 Identify reasons why goals change
15.8.2.3 Describe the importance of flexibility when reevaluating goals
15.8.2.4 Evaluate the need for continuing education/training

Unit 15: Employability Skills
Subunit 15.9: Economic Education

Competency 15.9.1: Analyze global enterprise system

Competency Builders:

15.9.1.1 Identify characteristics of various enterprise systems
15.9.1.2 Examine the relationship between competition, risk, and profit
15.9.1.3 Illustrate how supply and demand influence price

Competency 15.9.2: Evaluate personal money management

Competency Builders:

15.9.2.1 Describe the need for personal management records
15.9.2.2 Identify methods of taxation
15.9.2.3 Analyze how credit affects financial security
15.9.2.4 Compare types and methods of investments
15.9.2.5 Prepare a personal budget
15.9.2.6 Be an informed and responsible consumer
15.9.2.7 Analyze the effects of advertising on the consumer

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Unit 15: Employability Skills
Subunit 15.10: Balancing Work and Family

Competency 15.10.1: Analyze the effects of family on work

Competency Builders:

15.10.1.1 Recognize how family values, goals, and priorities are reflected in the workplace
15.10.1.2 Identify present and future family structures and responsibilities
15.10.1.3 Describe personal and family roles
15.10.1.4 Analyze concerns of working parent(s)
15.10.1.5 Examine how family responsibilities can conflict with work
15.10.1.6 Resolve family-related conflicts
15.10.1.7 Explain how to use support systems/community resources to help resolve family-related conflicts

Competency 15.10.2: Analyze the effects of work on family

Competency Builders:

15.10.2.1 Identify responsibilities associated with paid and nonpaid work
15.10.2.2 Compare the advantages and disadvantages of multiple incomes
15.10.2.3 Explain how work can conflict with family responsibilities
15.10.2.4 Explain how work-related stress can affect families
15.10.2.5 Identify family support systems and resources

Unit 15: Employability Skills
Subunit 15.11: Citizenship in the Workplace

Competency 15.11.1: Exercise the rights and responsibilities of citizenship in the workplace

Competency Builders:

15.11.1.1 Identify the basic rights and responsibilities of citizenship
15.11.1.2 Examine the history and contributions of all racial, ethnic, and cultural groups

Competency 15.11.2: Cooperate with others in the workplace

Competency Builders:

15.11.2.1 Identify situations in which compromise is necessary
15.11.2.2 Examine how individuals from various backgrounds contribute to work-related situations
15.11.2.3 Demonstrate initiative to facilitate cooperation
15.11.2.4 Give and receive constructive criticism to enhance cooperation

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Unit 15: Employability Skills
Subunit 15.12: Leadership

Competency 15.12.1: Evaluate leadership styles appropriate for the workplace

Competency Builders:

15.12.1.1 Identify characteristics of effective leaders
15.12.1.2 Compare leadership styles
15.12.1.3 Demonstrate effective delegation skills
15.12.1.4 Identify opportunities to lead in the workplace

Competency 15.12.2: Demonstrate effective teamwork skills

Competency Builders:

15.12.2.1 Identify the responsibilities of a valuable group member
15.12.2.2 Exhibit open-mindedness
15.12.2.3 Identify methods of involving each member of a team
15.12.2.4 Contribute to the efficiency and success of a group
15.12.2.5 Determine ways to motivate others

Competency 15.12.3: Utilize effective communication skills

Competency Builders:

15.12.3.1 Identify the importance of listening
15.12.3.2 Demonstrate assertive communication
15.12.3.3 Recognize the importance of verbal and nonverbal cues and messages
15.12.3.4 Analyze written material
15.12.3.5 Prepare written material
15.12.3.6 Give and receive feedback
15.12.3.7 Articulate thoughts
15.12.3.8 Use appropriate language

Unit 15: Employability Skills
Subunit 15.13: Entrepreneurship

Competency 15.13.1: Evaluate the role of small business in the economy

Competency Builders:

15.13.1.1 Identify the benefits of small business to a community
15.13.1.2 Analyze opportunities for small business in a community

Competency 15.13.2: Examine considerations of starting a business

Competency Builders:

15.13.2.1 Research a business idea
15.13.2.2 Compare various ways to become a small business owner
15.13.2.3 Investigate factors to consider in financing a new business
15.13.2.4 Evaluate entrepreneurship as a career option

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